

Tag Management Quick Start

A tag management system (TMS) enables your team to get updates and new releases into production much faster than relying on manual updates to your website by your development team. However, A TMS can quickly become an issue if someone accidentally publishes code with a security flaw or releases a new tag incorrectly, putting your site at risk.

The power of a TMS should be controlled through proper governance. This includes determining who can make/publish changes, what happens when things go bad, and so on. Blast's team of certified experts is ready to help you find a happy balance of flexibility and security with your TMS implementation, enabling you to **EVOLVE** your organization.

Benefits



Increase trust in your implementation's security



Retain flexibility and time to market



Implement user-management strategies to allow specific users appropriate access



Design and introduce workflows that allow proper approval of completed work



Build action plans for testing and validating new changes after publication



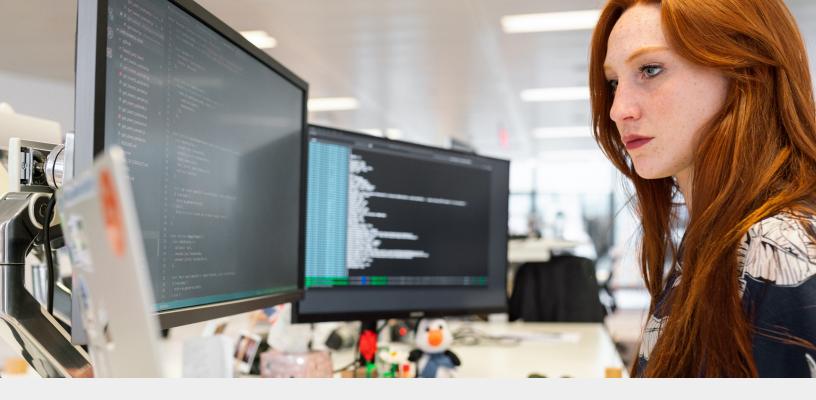
Identify what coding standards to implement that work best for your team and TMS



Gather both internal and external qualitative feedback



Create a roadmap for proper maintenance and future auditing of your implementation



Scope

- · Discovery Session With stakeholders and technical team, to determine internal processes and pain points
- Technical Audit of Tag Management Settings and **Implementation**
- · Audit Presentation and Delivery of Testing Plan and Roadmap
- 16 Hours of Expert Support For high-value issue/opportunity resolution

Deliverables

- · Audit Results and Recommendation Plan -Supports user management and coding standards, with recommended workflows for implementation
- · Quality Assurance (QA)/Testing Plan
- Maintenance Roadmap Recommendation

Common Supported Tools

- Google Tag Manager
- · Adobe Launch
- Tealium iQ

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